

Transportation Demand Management Strategic Plan

Transportation Advisory Committee
September 30, 2015



Mid-Ohio Regional
Planning Commission

Purpose of the Strategic Plan

“Deliver a detailed strategy for accomplishing predetermined TDM-related goals identified in the 2016-2040 Metropolitan Transportation Plan ”

- Update 2011 TDM Plan
- Internal document
- Two-year planning process
- Developed in conjunction with Metropolitan Transportation Plan

No action is necessary, this is for informational purposes

What is TDM?

TDM aims to reduce the demand side of congestion (i.e., reducing the number of people commuting alone in private vehicles) rather than expanding the supply side (i.e., costly infrastructure)

Mission Statement

The regional TDM Strategic Plan offers a *unified* voice of various transportation stakeholders that embraces innovative strategies to help guide people toward *healthy* travel options that support

- *environmentally* sound
- *economically* thriving, and
- *socially equitable* communities

Expanding TDM strategies and methods is important as our region is expected to grow by another 500,000 people by the year 2050

MORPC will use the Strategic Plan to

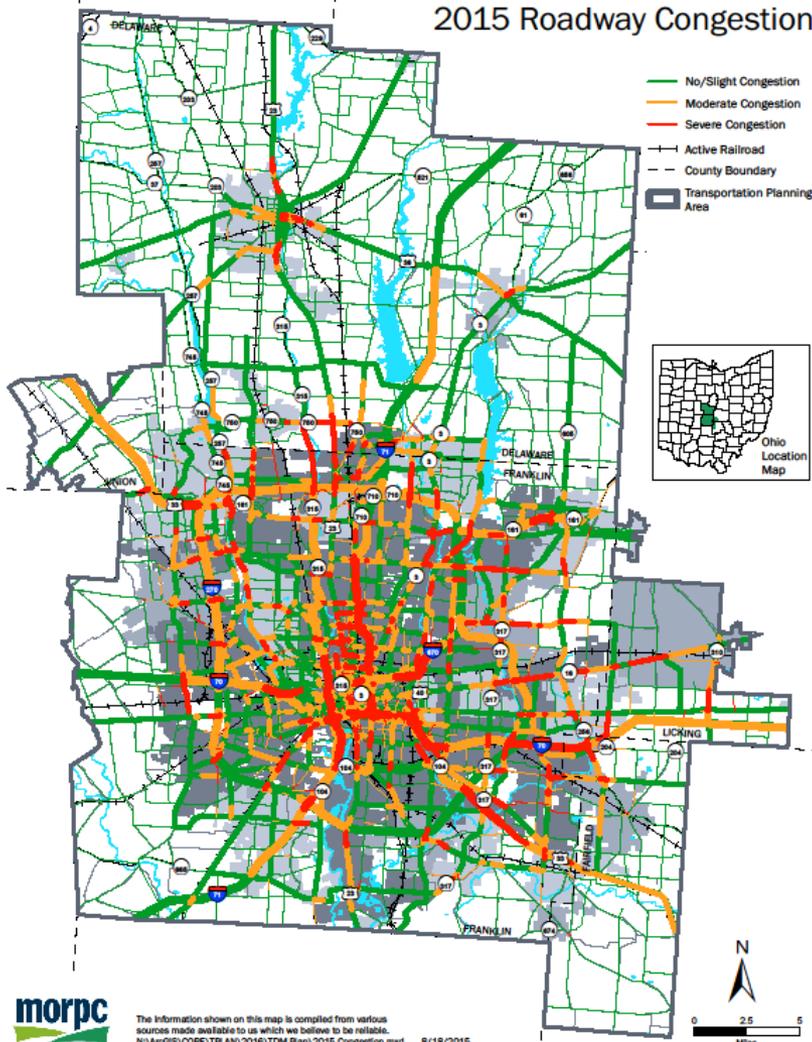
- Implement TDM recommendations
- Connect transportation planning efforts (TIP, MTP, etc...)

The effectiveness of all TDM activities and actions will be evaluated and incorporated in future updates

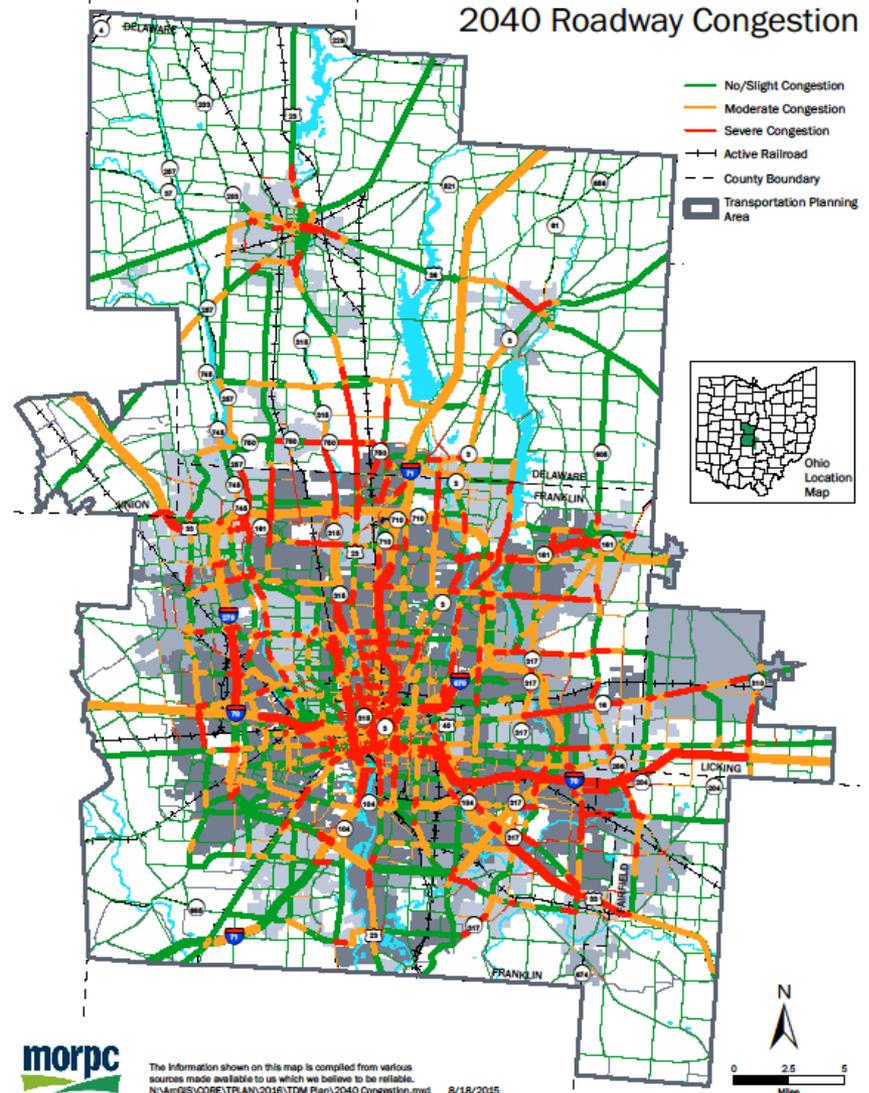
Part 1 -

- Introduces TDM functions and impacts
- Documents existing conditions

2015 Roadway Congestion



2040 Roadway Congestion



Part 2 Interrelations between TDM Outcomes and the MTP



2016-2040 Columbus Area
Metropolitan Transportation Plan

MTP Goals

<u>TDM Outcomes</u>	Reduce Per Capita Energy	Protect Natural Resources	Attract & Retain Economic Opportunity	Create Sustainable Neighborhoods	Maximize Return on Public Expenditures
Reduced Congestion	X	X	X	X	X
Reduced Energy Use & GHG	X	X		X	
Reduced Commuting Costs	X		X	X	X
Improved Air Quality	X	X		X	
Improved Public Health	X	X		X	



Mid-Ohio Regional
Planning Commission

MARY ANN FRANTZ

mafrantz@morpc.org

DAN SHEEHAN

dsheehan@morpc.org

111 Liberty Street, Suite 100

Columbus, Ohio 43215

Phone: 614.233.4132

www.morpc.org

